



Looking to Hire New Employees? Consider Idaho's Hire One Program

Idaho wants to reward employers who create new jobs. The state offers several programs to do just that. One of the newest is the Hire One Tax Credit, approved by the 2011 Legislature. Based on the employer's unemployment insurance tax rating and the county unemployment rate where the new job is located, qualified businesses can receive a refundable income tax credit on a sliding scale. Learn more at hireone.idaho.gov.

Good News for Foodies

We have updated updateidaho.com to accommodate culinary activities in Idaho. Please add your culinary event and/or packages to the updateidaho.com database and check the "Culinary" field option. Click for an [Event Example](#) . Click for a [Package Example](#). For questions on the culinary submissions please contact [Diane Norton](#) . Did you know that updateidaho.com serves up information to multiple state and regional web sites? Do you need volunteers for your event or attraction? Please take a moment to update your listings at www.updateidaho.com. Lodging properties, attractions, events and organizations offering vacation packages may access the site to add new information or to update existing data. You may also review your listings and make any necessary changes. We want visitors to www.visitidaho.org and other sites to have the most up-to-date information possible. Email info@tourism.idaho.gov for assistance.

Idaho Wine Commission Launches New Website

The Idaho Wine Commission launched a new interactive website, www.idahowines.org this spring. The new website showcases the Idaho wine industry, wineries and vineyards with the goal of promoting the sale of Idaho wines and encouraging travel to Idaho wine country. New features include interactive maps, current events, comprehensive winery and vineyard profiles and a

historical timeline of the IWC. There is also an extensive press area allowing media to promote Idaho wine and the corresponding regions.

Social Media Tips

Idaho Tourism engaged [Think! Social Media](#) to conduct an audit of its social media activities. We have embraced the concept of social media for the past few years and have data to show that our [Twitter](#) and [Facebook](#) efforts drive people to www.visitidaho.org, while our [blog](#), [YouTube](#) and [Trip Advisor](#) presence provide relevant content to users. Of course, there is always room for improvement. Following are some tips that would be helpful for anyone interested in building a social media presence.

-- Social Media is about listening, engaging and building relationships by being truly helpful. Build relationships with the consumer, but also encourage relationships between consumers, destination marketing organizations and the industry.

-- Embrace transparency and authenticity. Be a human first and a marketer second. Be conversational. Don't use too much of a marketing tone and style.

-- On Facebook, post only a few times a day, and schedule those posts to appear at different times. Too many posts and not enough engagement will cause Facebook's algorithm to hide your posts from people's walls, meaning your messages will go unheard and chances for engagement decline.

-- Twitter is a customer service tool. Listen to the conversation and find questions and conversations to tap into. Keep it conversational. Re-tweet relevant messages from others, but also include non-commercial information, like a picture or comment.

-- Blogs should feel more like a journal entry of one's experience, not a promotional piece. Don't be afraid to use guest bloggers to mix things up. Write a blog entry only if there is something relevant to write about. Specific schedules aren't necessary.

American Motorcyclist Members Choose Best Drives in America

Members of the American Motorcyclist Association (AMA) voted on their favorite roads in America and the top 15 selections represent scenic highways and byways throughout the country. Three of the [Top 10 Scenic Drives in the Northern Rockies](#) are in the top 10, with one route including Idaho. The three routes are #9- [U.S. Route 12, Lolo Pass, Idaho and Montana](#); #6- Going to the Sun Road, Glacier National Park, Montana; and #1 Beartooth Highway, Montana and Wyoming.

"By publicizing our favorite roads in American Motorcyclist magazine, AMA members will seek out these destinations and bring tourism dollars into local communities through the purchase of food, fuel, lodging and more," AMA President and CEO Rob Dingman said. The feature article can be viewed [here](#).

Have a Say on the Future of Outdoor Recreation in Idaho

The [Idaho Department of Parks and Recreation](#) wants your opinion about outdoor recreation in Idaho. Are recreation opportunities increasing? Are fees charged for camping competitive? Is solitude still easy to find in Idaho? It takes just two or three minutes to share your opinion.

You can comment on outdoor recreation issues already identified or post issues of your own at www.idahorecreationfutures.org. According to IDPR Planning Chief Rick Just, this is an idea generator, not a survey. IDPR wants to hear about recreation issues everywhere in the state, not just in state parks. The agency produces the Statewide Comprehensive Outdoor Recreation and Tourism Plan (SCORTP) every five years for all recreation providers, public, private, local, state and federal. The plan ranks issues and opportunities identified by citizens, and IDPR adjusts its criteria for Land and Water Conservation Fund (LWCF) grants in order to help meet those needs. For more information contact Rick Just, 208-514-2480 or rick.just@idpr.idaho.gov.

Condé Nast Readers' Poll includes Idaho Courses

The [Coeur d'Alene Resort](#) and [Sun Valley Resort](#) golf courses were recently selected as top courses in the [Condé Nast Readers' Poll: The Top 125 Golf Resorts](#) from Condé Nast Traveler. The resorts were chosen for their great golf and outstanding lodging, dining and service.

Weippe Public Library In the News

The [Weippe Public Library](#) in Weippe, Idaho was named one of [10 great places to take a library tour](#) by Rebecca Miller of Library Journal magazine for USA TODAY in the April 12, 2011 edition. Quoting the article, "This outpost in north-central Idaho serves many purposes. It's a visitor center, an exhibit space and a rare Wi-Fi spot in a remote wilderness area. It is everything for that community," Miller says. The library also has displays that highlight the area's role in the Lewis and Clark Expedition.

Idaho Photographer Receives Award

Congratulations to Leland Howard, Shelly, Idaho photographer who received a bronze award for his photograph 'Lost River Range Sunset' in the Epson International Photographic Pano Awards. See Mr. Howard's work at www.leland-howard.artistwebsites.com.

Great Idaho Getaway Update

The Idaho Division of Tourism announced its Great Idaho Getaway Sweepstakes in March 2011. The 'getaway' packages feature Idaho's seven unique travel regions. Prize donations for the upcoming months' giveaways are still welcome and are a great way to promote your product. If you would like to contribute something - attraction passes, accommodations, dining certificates, bike rentals, float trips - or donations of any kind that could be part of a vacation package, please contact [Kathryn LaMott](#). Region 3 will be featured in July, Region 6 in August and the September

giveaway will have prizes from across the state.

The Great Idaho Getaway Sweepstakes includes statewide offers and attractions and is designed to showcase the state's scenic beauty, affordable family friendly destinations and abundant outdoor recreational opportunities. The integrated campaign includes an [online sweepstakes](#), targeted print and online media, PR/social media outreach and video and DVD distribution. New digital opportunities include sharing with Netflix for streaming distribution as well as sending to overseas trade offices to help promote and market Idaho. To date, 8,907 people have registered to win a Great Idaho Getaway. Thanks for your help in making the Great Idaho Giveaway a success!

Idaho Conference on Recreation and Tourism a Success

The Idaho Conference on Recreation and Tourism was held in Lewiston, ID May 3-5. One hundred fifty tourism and recreation industry members attended the conference which offered education sessions on destination marketing, managing your business' online reputation and social media and the new age traveler, along with results from the National Survey on Recreation and the Environment. Conference attendees rated the conference as excellent and very engaging. Conference information including presentation handouts and powerpoint presentations is available [here](#). In 2012, ICORT will be held May 8-10 at the Coeur d'Alene Resort. Mark your calendar!

Congratulations Take Pride In Idaho Award Winners!



Take Pride in Idaho awards are given annually to organizations and individuals for their outstanding efforts to promote and preserve Idaho's tourism and recreation resources. The annual Take Pride in Idaho awards were presented at the Idaho Conference on Recreation and Tourism in Lewiston where each winner was given a framed photograph of the Snake River in Hells Canyon taken by famed Taiwanese photographer Mr. Dennis Chin. The winners were selected by a panel of judges from the Governor's office, National Arts Commission, Idaho RV Campgrounds Association, Idaho Historical Society and Preservation Idaho.

2011 Lifetime Achievement Award in Recreation and Tourism: Barbara Opdahl, Pierce; Tony Varilone, Soda Springs

Outstanding Individual Achievement in Recreation and Tourism: Harty and Marjorie Schmaehl, Kamiah

Outstanding Tourism Community Award: [1910 Fire Commemoration](#), Historic Wallace/Silver Valley

Governor's Outstanding Tourism Event: [Mountain Brewers Beer Fest](#), North American Brewers Association, Idaho Falls; [Go West Summit](#), Boise CVB, Boise; [Grangeville Border Days](#), Grangeville

Outstanding Cultural Tourism Award: Steven Branting, Lewiston; [Idaho Shakespeare Festival](#),
Boise

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